

Exam Date & Time: 30-Sep-2020 (02:00 PM - 05:45 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins+ Grace Time : 15mins

MA DEGREE EXAMINATION MAY 2020
(Fourth Semester)

Branch - JOURNALISM & MASS COMMUNICATION
RESEARCH METHODS IN COMMUNICATION [14MCP18]

Marks: 75

Duration: 225 mins.

ALL questions carry EQUAL marks

Answer all the questions.

- 1) Explain the hypothesis testing. (15)
 - a) [OR] Enumerate various sampling methods. (15)
 - b)
- 2) Describe copy testing. (15)
 - a) [OR] Differentiate Descriptive and Analytical surveys. (15)
 - b)
- 3) Explain in detail about population and sample. (15)
 - a) [OR] How anthropological study can be very effective for development of a society? – (15)
 - b) Discuss.
- 4) Differentiate the dependent and independent variables. (15)
 - a) [OR] Discuss in detail the quantitative and qualitative research. (15)
 - b)
- 5) When do you conduct content analysis? What are the benefits of content analysis? (15)
 - a) [OR] What are the elements to keep in mind while preparing questionnaire for survey? (15)
 - b)

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